

Federal Communications Commission Washington, D.C. 20554  <div style="text-align: center;"><b>FCC 396</b></div>	Approved by OMB 3060-0113 (March 2003)  <div style="text-align: center;"><b>FOR FCC USE ONLY</b></div>
<div style="text-align: center;"><b>BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT</b></div> <div style="text-align: center;">(To be filed with broadcast license renewal application)</div> <div style="text-align: center;">Read INSTRUCTIONS Before Filling Out Form</div>	<div style="text-align: center;"><b>FOR COMMISSION USE ONLY</b></div> FILE NO. -

**Section I**

Legal Name of the Licensee GRAND STRAND COMMUNICATIONS		
Mailing Address 1194 ATLANTIC AVENUE		
City CONWAY	State or Country (if foreign address) SC	Zip Code 29521 -
Telephone Number (include area code) 8432349733	E-Mail Address (if available)	
	Facility ID Number 17012	Call Sign WPDE-TV
TYPE OF BROADCAST STATION: (if applicable)	Commercial Broadcast Station	Noncommercial Broadcast Station
	<input type="radio"/> Radio <input checked="" type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	<input type="radio"/> Educational Radio <input type="radio"/> Educational TV

**Application Purpose**

- ☐ New Program Report  
☒ Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

**Station List**

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WPDE-TV	17012	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	FLORENCE, SC	<input type="radio"/> Yes <input checked="" type="radio"/> No

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WWMB	3133	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	FLORENCE, SC	<input checked="" type="radio"/> Yes <input type="radio"/> No

**CONTACT PERSON IF OTHER THAN LICENSEE**

Name ALAN C. CAMPBELL, ESQ.		Street Address 1730 RHODE ISLAND AVE., NW SUITE 200	
City WASHINGTON	State DC	Zip Code 20036-3101	Telephone Number 2027280400

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

**DISCRIMINATION COMPLAINTS.** Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)? ☐ Yes ☒ No

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees? ☐ Yes ☒ No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

**CERTIFICATION.** This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent GRAND STRAND COMMUNICATIONS
Title VICE PRESIDENT	Telephone No. ( include area code) 2078425400
Date 08/24/2004	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

**GENERAL POLICY**

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

**RESPONSIBILITY FOR IMPLEMENTATION**

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

**Name:** PAUL G. CLANCY**Title:** VICE PRESIDENT

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

**I. EEO PUBLIC FILE REPORT**

Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

[Exhibit 2]

**II. NARRATIVE STATEMENT**

Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.

[Exhibit 3]

**FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT**

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [jboley@fcc.gov](mailto:jboley@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

**Exhibits****Exhibit 2****Description:** EEO PUBLIC FILE REPORTS

ATTACHED ARE THE EEO PUBLIC FILE REPORTS FOR MARCH 10, 2003 TO JULY 31, 2003 AND AUGUST 1, 2003 TO JULY 31, 2004.

**Attachment 2**

Description
EEO Public File Report #1
EEO Public File Report #2

**Exhibit 3****Description:** NARRATIVE STATEMENT**Attachment 3**

Description
Attachment 3 - Narrative Statement

1. Job Title:	Anchor 6&11	Date Filled:	03/24/03
2. Job Title:	Photographer	Date Filled:	03/24/03
3. Job Title:	Chief Engineer	Date Filled:	03/28/03
4. Job Title:	Photographer	Date Filled:	04/23/03
5. Job Title:	Account Executive	Date Filled:	05/12/03
6. Job Title:	Production Assistant	Date Filled:	05/14/03
7. Job Title:	Producer	Date Filled:	05/21/03
8. Job Title:	Production Assistant	Date Filled:	05/23/03
9. Job Title:	Director	Date Filled:	06/04/03
10. Job Title:	Sales Assistant	Date Filled:	06/11/03
11. Job Title:	Account Executive	Date Filled:	06/16/03
12. Job Title:	Account Executive	Date Filled:	06/16/03
13. Job Title:	Photographer	Date Filled:	06/27/03
14. Job Title:	Production Assistant	Date Filled:	07/29/03

1. Job Title:	Anchor 6&11	Date Filled:	3/24/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		Yes

2. Job Title:	Photographer	Date Filled:	3/24/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		Yes
mediafire	Mark Shilstone	mark@mediafire.com	800-237-8073	No

3. Job Title:	Chief Engineer	Date Filled:	3/28/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		No
mediafire	Mark Shilstone	mark@mediafire.com	800-237-8073	No
wait in	referred by another candidate			Yes

4. Job Title:	Photographer	Date Filled:	4/23/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		Yes

5. Job Title:	Account Executive	Date Filled:	5/12/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
Sun News	Denise	P.O. Box 406, Myrtle Beach SC	843-626-8555	Yes

6. Job Title:	Production Assistant	Date Filled:	5/14/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
Sun News		P.O. Box 406, Myrtle Beach SC	843-626-8555	Yes
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		No

7. Job Title:	Producer	Date Filled:	5/21/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		Yes

8. Job Title:	Production Assistant	Date Filled:	5/23/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
Sun News		P.O. Box 406, Myrtle Beach SC	843-626-8555	Yes
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		No

9. Job Title:	Director	Date Filled:	6/4/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		Yes

<b>10. Job Title:</b>		Sales Assistant		<b>Date Filled:</b>		6/11/2003	
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>		<b>Referred Person Hired?</b>		
Sun News	Denise	P.O. Box 406, Myrtle Beach SC	843-626-8555		Yes		
<b>11. Job Title:</b>		Account Executive		<b>Date Filled:</b>		6/16/2003	
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>		<b>Referred Person Hired?</b>		
Sun News	Classified	P.O. Box 406, Myrtle Beach SC	843-626-0325		Yes		
<b>12. Job Title:</b>		Account Executive		<b>Date Filled:</b>		6/16/2003	
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>		<b>Referred Person Hired?</b>		
Sun News	Classified	P.O. Box 406, Myrtle Beach SC	843-626-0325		Yes		
<b>13. Job Title:</b>		Photographer		<b>Date Filled:</b>		6/27/2003	
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>		<b>Referred Person Hired?</b>		
tvjobs.com	Mark Holloway	markch@www.tvjobs.com			Yes		
<b>14. Job Title:</b>		Production Assistant		<b>Date Filled:</b>		7/29/2003	
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>		<b>Referred Person Hired?</b>		
Sun News	Classified	P.O. Box 406, Myrtle Beach SC	843-626-0325		Yes		
<b>38</b>							
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>		<b>No. of Interviewees Referred</b>		
tvjobs.com	Mark Holloway	markch@www.tvjobs.com			17		
medialine	Mark Shilstone	mark@medialine.com	800-237-8073		0		
Sun News	Denise	P.O. Box 406, Myrtle Beach SC	843-626-0325		20		
walk in candidate					1		

YEAR: 02/03	NAME OF ACTIVITY: November 2002 South Carolina Broadcasters Association Job Fair
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The SCBA job fair is a dynamic program for bringing all the broadcast stations in the state of South Carolina together annually to attract students and individuals seeking a career in the field of television broadcasting. We participate annually and have had success in attracting individuals to interview and eventually hire for our station.



November 11, 2002

Mr. Billy Higgins  
WPDE-TV  
PO Box 51150  
Myrtle Beach, SC 51150

Dear Billy:

Thank you so much for your station's participation in the SCBA Job Fair, November 7, 2002 in Columbia. This year's event was a great success due to the strong support from our member stations. Over 50 radio and television stations were represented and approximately 200 broadcasting students from all across the state were in attendance!

The event provided students a unique and valuable opportunity to learn first hand about career opportunities in the broadcasting industry in SC. The stations had management, human resources and other hiring personnel on hand to counsel students, collect resumes and even conduct interviews on site.

We hope the Job Fair was beneficial to your company's recruiting efforts and we appreciate your participation in supporting the next generation of SC broadcasters.

Sincerely,  
*[Signature]*  
Steve Wade  
Executive Director

One Marlboro Way Suite 112 Columbia, SC 29212  
(803) 732-4180, phone (803) 732-4088, fax [www.scba.net](http://www.scba.net)

YEAR: 02/03	NAME OF ACTIVITY: Internship Program
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The internship program at WPDE-TV15 is a cooperative effort between the area Universities and the WPDE News department. We tailor each internship to requirements of the University. We have the intern initially shadow each position in the newsroom for an entire shift. We then permanently assign the intern to a position based on their level of interest and career goals. We provide each student and the University with a detailed report of their participation and performance.

**2002 & 2003 Interns:**

Kori Mallett, Rutgers, June 2002-July 2002

Darraugh Hopley, USC, May 2002-August 2002

Nicole Biols, James Madison, May 2002-August 2002

Tennille Collins, CCU, June 2002-August 2002

Jennifer Byrd, Coker, May 2002-August 2002

Matt Van Wie, Myrtle Beach High, March 2003

Alesha Mishoe, Carolina Forest High, May 2003

Alexia Stiener, German Exchange Student, June 2003

1. Job Title:	Account Executive	Date Filled:	09/01/03
2. Job Title:	Production Assistant	Date Filled:	09/22/03
3. Job Title:	Photographer	Date Filled:	12/01/03
4. Job Title:	Production Assistant	Date Filled:	12/08/03
5. Job Title:	Photographer/Reporter	Date Filled:	12/08/03
6. Job Title:	Account Executive	Date Filled:	01/12/04
7. Job Title:	Account Executive	Date Filled:	01/26/04
8. Job Title:	Sports Reporter	Date Filled:	02/02/04
9. Job Title:	Production Assistant	Date Filled:	03/16/04
10. Job Title:	Production Assistant	Date Filled:	04/02/04
11. Job Title:	Production Assistant	Date Filled:	04/05/04
12. Job Title:	Production Assistant	Date Filled:	04/19/04
13. Job Title:	Master Control Technician	Date Filled:	04/19/04
14. Job Title:	Account Executive	Date Filled:	05/03/04
15. Job Title:	Account Executive	Date Filled:	05/10/04
16. Job Title:	Account Executive	Date Filled:	06/07/04
17. Job Title:	Weekend Meteorologist	Date Filled:	06/14/04

1. Job Title:	Account Executive	Date Filled:	9/1/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
Sun News	Denise	P.O. Box 406, Myrtle Beach SC	843-626-8555	Yes
2. Job Title:	Production Assistant	Date Filled:	9/22/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com	450-2101	Yes
3. Job Title:	Photographer	Date Filled:	12/1/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		Yes
medialine	Mark Shilstone	mark@medialine.com	800-237-8073	No
4. Job Title:	Photographer	Date Filled:	12/8/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com	450-2101	Yes
5. Job Title:	Photographer/Reporter	Date Filled:	12/8/2003	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		Yes
medialine	Mark Shilstone	mark@medialine.com	800-237-8073	No
6. Job Title:	Account Executive	Date Filled:	1/12/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
Sun News	Denise	P.O. Box 406, Myrtle Beach SC	843-626-8555	Yes
7. Job Title:	Account Executive	Date Filled:	1/26/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
Sun News	Denise	P.O. Box 406, Myrtle Beach SC	843-626-8555	Yes
8. Job Title:	Sports Reporter	Date Filled:	2/2/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Holloway	markch@www.tvjobs.com		Yes
medialine	Mark Shilstone	mark@medialine.com	800-237-8073	No
9. Job Title:	Production Assistant	Date Filled:	3/16/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
wpde.com	station web site	www.wpde.com	843-234-9733	Yes



10. Job Title: Production Assistant			Date Filled: 4/2/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
wpde.com	station web site	www.wpde.com	843-234-9733	Yes
11. Job Title: Production Assistant			Date Filled: 4/5/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
wpde.com	station web site	www.wpde.com	843-234-9733	Yes
12. Job Title: Production Assistant			Date Filled: 4/19/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
wpde.com	station web site	www.wpde.com	843-234-9733	Yes
13. Job Title: Master Control Technician			Date Filled: 4/19/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
walk in				
14. Job Title: Account Executive			Date Filled: 5/3/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
Sun News	Denise	P.O. Box 406, Myrtle Beach SC	843-626-0325	Yes
15. Job Title: Account Executive			Date Filled: 5/10/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
Sun News	Denise	P.O. Box 406, Myrtle Beach SC	843-626-0325	Yes
16. Job Title: Account Executive			Date Filled: 6/7/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
Sun News	Denise	P.O. Box 406, Myrtle Beach SC	843-626-0325	Yes
17. Job Title: Weekend Meteorologist			Date Filled: 6/14/2004	
Source	Contact Person	Address	Tel #	Referred Person Hired?
tvjobs.com	Mark Halloway	markch@www.tvjobs.com		No
medialine	Mark Shilstone	mark@medialine.com	800-237-8073	Yes
26				
Source	Contact Person	Address	Tel #	No. of Interviewees Referred
tvjobs.com	Mark Halloway	markch@www.tvjobs.com		4
medialine	Mark Shilstone	mark@medialine.com	800-237-8073	0
Sun News	Denise	P.O. Box 406, Myrtle Beach SC	843-626-0325	15
walk in candidate				1
wpde.com				6

YEAR: 02/03 NAME OF ACTIVITY: November 2002 South Carolina Broadcasters Association Job Fair

The SCBA job fair is a dynamic program for bringing all the broadcast stations in the state of South Carolina together annually to attract students and individuals seeking a career in the field of television broadcasting. We participate annually and have had success in attracting individuals to interview and eventually hire for our station.



November 18, 2003

Mr. Billy Huggins  
WPDE-TV  
PO Box 51150  
Myrtle Beach, SC 21520

Dear Billy:

Thank you so much for your station's participation in the SCBA Job Fair, November 13, 2003 in Columbia. This year's event was a great success due to the strong support from our member stations. Over 75 radio and television stations were represented and approximately 100 broadcasting students from all across the state were in attendance.

The event provided students a unique and valuable opportunity to learn first hand about career opportunities in the broadcasting industry in SC. The stations had managers, human resources and other hiring personnel on hand to counsel students, collect resumes and even conduct interviews on site.

We hope the Job Fair was beneficial to your company's recruiting efforts and we appreciate your participation in supporting the next generation of SC broadcasters.

Sincerely,

*Shari White*  
Shari White  
Executive Director

One Harrison Way Suite 112 Columbia, SC 29218  
(803) 732-4186, phone (803) 732-4086, fax [www.scba.net](http://www.scba.net)

YEAR: 03/04	NAME OF ACTIVITY: Internship Program
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The internship program at WPDE-TV15 is a cooperative effort between the area Universities and the WPDE News department. We tailor each internship to requirements of the University. We have the intern initially shadow each position in the newsroom for an entire shift. We then permanently assign the intern to a position based on their level of interest and career goals. We provide each student and the University with a detailed report of their participation and performance.

**2004 Interns:**

Brooke Story, CCU, January 2004-April 2004

Bart Collins, CCU, January 2004-April 2004

Michael Johnson, UNC Pembroke, May 2004-July 2004

Grand Strand Communications ("Grand Strand") was able to achieve broad and inclusive outreach during the relevant time period application by using a variety of recruitment sources to recruit interviewees for employment vacancies, participating in job fairs and creating an internship program with local universities.

I. General Outreach. The use of a number of different recruitment sources allowed Grand Strand to interview a diverse group of people for vacancies during the past two years. Grand Strand recruited interviewees by advertising vacancies in The Sun News, Myrtle Beach's daily newspaper; through listings on the tvjobs.com and medialine.com job bank websites and through Grand Strand's WPDE-TV website.

II. EEO Menu Options. Because the relevant time period was shortened due to the March 10, 2003 effective date of the EEO rules, WPDE-TV was required to perform two outreach items. During this time, WPDE-TV participated in a job fair, continued its internship program and used two job banks.

A. Menu Option #1 - Job Fairs. Grand Strand participated in the South Carolina Broadcasters Association's annual Job Fair on November 13, 2003. Grand Strand attends this job fair annually. Each year, Grand Strand was exposed to a number of students and individuals who were new to the broadcasting industry. Grand Strand's participation in the job fair has yielded a number of interviewees and hires over the years.

B. Menu Option #5 - Internship Program. Grand Strand reached out to local universities, colleges and schools and established a successful internship program for students to learn about the broadcasting industry at WPDE-TV. The internship program focuses on broadcast journalism and interns work with the WPDE-TV News department. This is a continuation of a successful internship program that has been in place at WPDE-TV for several years.

Internships are tailored to meet the requirements of the individual educational institution, however, every intern initially shadows each position in the newsroom for an entire shift. Interns are then permanently assigned to a position based on their level of interest and career goals. Grand Strand provides each intern, and his or her school, a detailed report of their participation and performance upon the completion of the internship.

During the relevant time period, interns from the University of North Carolina at Pembroke, Coastal Carolina University ("CCU"), Myrtle Beach High School, and Carolina Forest High School participated in the internship program. A German Exchange Student also participated in the program during this time. As noted, the internship program has been in existence for some time. In 2002, students from Rutgers University, the University of South Carolina, James Madison

Grand Strand Communications

FCC 396

Broadcast Equal Employment Opportunity Program Report

Attachment 3 - Narrative Statement

Page 2

University, CCU and Coker College.

II. C. Menu Option #6 - Job Banks. Grand Strand also used job banks for general community outreach. Grand Strand used the tvjobs.com and medialine.com job banks for outreach and received a number of interviewees and hires from these sources.

njh:WPDE.396.EEOPublicFileStatement.doc

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0110 (July 2004)	FOR FCC USE ONLY
<b>FCC 303-S</b>		
<b>APPLICATION FOR RENEWAL OF BROADCAST STATION LICENSE</b>		FOR COMMISSION USE ONLY FILE NO.
Read INSTRUCTIONS Before Filling Out Form		

**Section I - General Information- TO BE COMPLETED BY ALL APPLICANTS**

1.	Legal Name of the Applicant GRAND STRAND COMMUNICATIONS						
	Mailing Address 1194 ATLANTIC AVENUE						
	City CONWAY	State or Country (if foreign address) SC	ZIP Code 29521 -				
	Telephone Number (include area code) 8432349733		E-Mail Address (if available)				
	FCC Registration Number:	Call Sign WPDE-TV	Facility Identifier 17012				
2.	Contact Representative (if other than Applicant) ALAN C. CAMPBELL, ESQ.		Firm or Company Name IRWIN, CAMPBELL & TANNENWALD, P.C.				
	Mailing Address 1730 RHODE ISLAND AVE., NW SUITE 200						
	City WASHINGTON	State or Country (if foreign address) DC	Zip Code 20036 - 3101				
	Telephone Number (include area code) 2027280400		E-Mail Address (if available) ACAMPBELL@ICTPC.COM				
3.	If this application has been submitted without a fee, indicate reason for fee exemption (see 47 C.F.R. Section 1.1114): <input type="checkbox"/> Governmental Entity <input type="checkbox"/> Noncommercial Educational Licensee <input checked="" type="checkbox"/> Other AS PER THE CLARIFICATION OF OWNERSHIP REPORTING REQUIREMENTS, PUBLIC NOTICE, DA 04-51, 2004 RENEWAL APPLICANTS ARE TO FILE 'OTHER' OWNERSHIP REPORTS.						
4.	<b>Purpose of Application</b> <input type="radio"/> Renewal of license <input checked="" type="radio"/> Amendment to pending renewal application If an amendment, submit as an exhibit a listing by Section and Item Number the portions of the pending application that are being revised. [Exhibit 1]						
5.	<b>Facility Information:</b> <input checked="" type="radio"/> Commercial <input type="radio"/> Noncommercial Educational						
6.	<b>Service and Community of License</b> a. <input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV <input type="radio"/> FM Translator <input type="radio"/> LPFM <input type="radio"/> TV Translator <input type="radio"/> Low Power TV <input type="radio"/> Class A TV <table border="1" data-bbox="170 1543 1055 1627"> <tr> <td colspan="2" style="text-align: center;">Community of License /Area to be Served</td> </tr> <tr> <td>City: FLORENCE</td> <td>State : SC</td> </tr> </table> b. Does this application include one or more FM translator station(s), or TV translator station(s), LPTV station(s), in addition to the station listed in Section I question 1? (The callsign(s) of any associated FM translators, TV translators or LPTVs will be requested in Section V). <span style="float: right;"><input type="radio"/> Yes <input checked="" type="radio"/> No</span>			Community of License /Area to be Served		City: FLORENCE	State : SC
Community of License /Area to be Served							
City: FLORENCE	State : SC						
7.	<b>Other Authorizations.</b> List call signs, facility identifiers and location(s) of any FM booster or TV booster station(s) for which renewal of license is also requested. [Exhibit 2]						

**Section II - Legal - TO BE COMPLETED BY ALL APPLICANTS**

1.	<b>Certification.</b> Licensee certifies that it has answered each question in this application based on its review of the application instructions and worksheets. Licensee further certifies that where it has made an affirmative certification below, this certification constitutes its representation that the application satisfies each of the pertinent standards and criteria set forth in the application, instructions and worksheets.	<input checked="" type="radio"/> Yes <input type="radio"/> No
2.	<b>Character Issues.</b> Licensee certifies that the neither the licensee nor any party to the application has or has had any interest in, or connection with:	
	a. any broadcast application in any proceeding where character issues were left unresolved or were resolved adversely against the applicant or party to the application; or	<input checked="" type="radio"/> Yes <input type="radio"/> No See Explanation in [Exhibit 3]
	b. any pending broadcast application in which character issues have been raised.	<input checked="" type="radio"/> Yes <input type="radio"/> No See Explanation in [Exhibit 4]
3.	<b>Adverse Findings.</b> Licensee certifies that, with respect to the licensee and each party to the application, no adverse finding has been made, nor has an adverse final action been taken by any court or administrative body in a civil or criminal proceeding brought under the provisions of any laws related to the following: any felony; mass media-related antitrust or unfair competition; fraudulent statements to another governmental unit; or discrimination.	<input checked="" type="radio"/> Yes <input type="radio"/> No See Explanation in [Exhibit 5]
4.	<b>FCC Violations during the Preceding License Term.</b> Licensee certifies that, with respect to the station(s) for which renewal is requested, there have been no violations by the licensee of the Communications Act of 1934, as amended, or the rules or regulations of the Commission during the preceding license term. If No, the licensee must submit an explanatory exhibit providing complete descriptions of all violations.	<input checked="" type="radio"/> Yes <input type="radio"/> No See Explanation in [Exhibit 6]
5.	<b>Alien Ownership and Control.</b> Licensee certifies that it complies with the provisions of Section 310 of the Communications Act of 1934, as amended, relating to interests of aliens and foreign governments.	<input checked="" type="radio"/> Yes <input type="radio"/> No See Explanation in [Exhibit 7]
6.	<b>Anti-Drug Abuse Act Certification.</b> Licensee certifies that neither licensee nor any party to the application is subject to denial of federal benefits pursuant to Section 5301 of the Anti-Drug Abuse Act of 1988, 21 U.S.C. Section 862.	<input checked="" type="radio"/> Yes <input type="radio"/> No

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge that all certifications and attached Exhibits are considered material representations. I hereby waive any claim to the use of any particular frequency as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise, and request an authorization in accordance with this application. (See Section 304 of the Communications Act of 1934, as amended.)

Typed or Printed Name of Person Signing WILLIAM HUGGINS	Typed or Printed Title of Person Signing VICE PRESIDENT
Signature	Date 08/27/2004

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

#### FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. If you do not provide the information requested on this report, the report may be returned without action having been taken upon it or its processing may be delayed while a request is made to provide the missing information. Your response is required to obtain the requested authority. We have estimated that each response to this collection of information will average 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-0110), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to Leslie.Smith@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0110.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

## SECTION IV - TO BE COMPLETED BY TV AND CLASS A LICENSEES ONLY

1.	<b>Biennial Ownership Report:</b> Licensee certifies that the station's Biennial Ownership Report (FCC Form 323 or 323-E) has been filed with the Commission as required by 47 C.F.R. Section 73.3615.	<input checked="" type="radio"/> Yes <input type="radio"/> No  See Explanation in [Exhibit 14]
2.	<b>EEO Program:</b> Licensee certifies that:	
	a. The station's Broadcast EEO Program Report (FCC Form 396) has been filed with the Commission, as required by 47 C.F.R. Section 73.2080(f)(1).  Specify FCC Form 396 File Number : B396 20040802BDZ	<input checked="" type="radio"/> Yes <input type="radio"/> No  See Explanation in [Exhibit 15]
	b. The station has posted its most recent Broadcast EEO Public File Report on the station's website, as required by 47 C.F.R. Section 73.2080(c)(6).	<input type="radio"/> Yes <input checked="" type="radio"/> No <input checked="" type="radio"/> N/A  See Explanation in [Exhibit 16]
3.	<b>Local Public File.</b> Licensee certifies that the documentation, required by 47 C.F.R. Section 73.3526 or 73.3527, as applicable, has been placed in the station's public inspection file at the appropriate times.	<input checked="" type="radio"/> Yes <input type="radio"/> No  [Exhibit 17]
4.	<b>Violent Programming.</b> Licensee certifies that no written comments or suggestions have been received from the public that comment on its station's programming and characterize that programming as constituting violent programming.  If No, submit as an Exhibit a summary of those written comments and suggestions received from the public.	<input checked="" type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> N/A  See Explanation in [Exhibit 18]
5.	<b>Children's Programming Commercial Limitations</b> For the period of time covered by this application, the licensee certifies that it has complied with the limits on commercial matter as set forth in 47 C.F.R. Section 73.670. (The limits are no more than 12 minutes of commercial matter per hour during children's programming on weekdays, and no more than 10.5 minutes of commercial matter per hour during children's programming on weekends. The limits also apply pro rata to children's programs which are 5 minutes or more and which are not part of a longer block of children's programming.)  If No, submit as an Exhibit a statement of explanation a list of each segment of programming 5 minutes or more in duration designed for children 12 years and under and broadcast during the license period which contained commercial matter in excess of the limits. For each programming segment so listed, indicate the length of the segment, the amount of commercial matter contained therein, and an explanation of why the limits were exceeded.	<input checked="" type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> N/A  See Explanation in [Exhibit 19]
6.	For the period of time covered by this application, the applicant certifies that it has filed with the Commission, and incorporates by reference, the Children's Television Programming Reports (FCC Form 398) as described in 47 C.F.R. Section 73.3526.  If No, submit as an Exhibit a statement of explanation.	<input checked="" type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> N/A  See Explanation in [Exhibit 20]
7.	For the period of time covered by this application, the applicant certifies that the average number of hours of CORE programming per week broadcast by the station totalled 3 hours or more (averaged over a six-month period).	<input checked="" type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> N/A  See Explanation in [Exhibit 21]
8.	The licensee certifies that it identifies each CORE Program aired at the beginning of the airing of each program as required by 47 C.F.R. Section 73.673.  If No, submit as an Exhibit a statement of explanation.	<input checked="" type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> N/A  See Explanation in [Exhibit 22]
9.	The licensee certifies that it provides information identifying each CORE Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673.  If No, submit as an Exhibit a statement of explanation.	<input checked="" type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> N/A  See Explanation in [Exhibit 23]



10.	The licensee certifies that it publicizes the existence and location of the station's Children's Television Programming Reports (FCC Form 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii).  If No, <b>submit as an Exhibit</b> a statement of explanation, including the specific steps the applicant intends to implement to ensure compliance in the future.	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A  See Explanation in [Exhibit 24]
11.	The licensee may include as an exhibit any other comments or information it wants the Commission to consider in evaluating compliance with the Children's Television Act. This may include information on any other non-core educational and informational programming that the applicant aired or plans to air, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTE 2.	[Exhibit 25]
12.	<b>Continued Class A Eligibility.</b> Licensee certifies that its station does, and will continue to, broadcast: (a) a minimum of 18 hours per day; and (b) an average of at least 3 hours per week of programming each quarter produced within the market area served by the station, a group of commonly controlled low power or Class A stations whose predicted Grade B contours are contiguous.	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A  See Explanation in [Exhibit 26]
13.	<b>Discontinued Operations.</b> Licensee certifies that during the preceding license term, the station has not been silent for any consecutive 12-month period.	<input checked="" type="radio"/> Yes <input type="radio"/> No  See Explanation in [Exhibit 27]
14.	<b>Silent Station.</b> Licensee certifies that the station is currently on the air broadcasting programming intended to be received by the public.	<input checked="" type="radio"/> Yes <input type="radio"/> No
15.	<b>Environmental Effects.</b> Licensee certifies that the specified facility complies with the maximum permissible radiofrequency electromagnetic exposure limits for controlled and uncontrolled environments.  By checking "Yes" above, the licensee also certifies that it, in coordination with other users of the site, will reduce power or cease operation as necessary to protect persons having access to the site, tower or antenna from radiofrequency electromagnetic exposure in excess of FCC guidelines.	<input checked="" type="radio"/> Yes <input type="radio"/> No  See Explanation in [Exhibit 28]
16.	<b>Local TV Ownership Waiver.</b> Has the licensee been granted a "failing" or "marginal" station waiver of 47 C.F.R. Section 73.3555(b)?  If Yes, <b>submit as an Exhibit</b> a specific factual showing of the program-related benefits that have accrued to the public as a result of that waiver.	<input type="radio"/> Yes <input checked="" type="radio"/> No  See Explanation in [Exhibit 29]

## Exhibits

### Exhibit 1

**Description:** PORTIONS OF THE PENDING APPLICATION BEING REVISED

EXHIBIT 14 IN RESPONSE TO QUESTION 1 OF SECTION IV WAS REVISED.  
THE ANSWER TO QUESTION 2.B OF SECTION IV WAS CHANGED AND THE ASSOCIATED EXHIBIT, EXHIBIT 16, WAS REVISED.

### Attachment 1

### Exhibit 14

**Description:** OWNERSHIP REPORT EXHIBIT

AS PER THE CLARIFICATION OF OWNERSHIP REPORTING REQUIREMENTS, PUBLIC NOTICE, DA 04-51 (RELEASED JANUARY 16, 2004), APPLICANTS FILING RENEWAL APPLICATIONS IN 2004 ARE NOT TO FILE 'BIENNIAL' OWNERSHIP REPORTS WITH THEIR RENEWAL APPLICATIONS. INSTEAD, APPLICANTS ARE TO SUBMIT OWNERSHIP REPORTS CLASSIFIED AS 'OTHER.'

GRAND STRAND COMMUNICATIONS AND DIVERSIFIED COMMUNICATIONS ARE SUBMITTING THE REQUIRED 'OTHER' OWNERSHIP REPORTS WITH THIS AMENDED RENEWAL APPLICATION. ALTHOUGH THE REPORTS WERE PREPARED AND VALIDATED IN CDBS, THE OWNERSHIP REPORTS FOR GRAND STRAND AND DIVERSIFIED COMMUNICATIONS WERE NOT FILED WITH GRAND STRAND'S RENEWAL APPLICATION.

GRAND STRAND BELIEVES THAT THIS OVERSIGHT WAS DUE TO THE FACT THAT GRAND STRAND'S COUNSEL WHO WAS

ASSISTING IT WITH PREPARING THE REPORTS FELL ILL AND WAS HOSPITALIZED THE DAY BEFORE THE REPORTS WERE DUE. THERE APPEARS TO HAVE BEEN AN INTERNAL MISCOMMUNICATION AMONGST COUNSEL'S FIRM AS TO WHO WOULD FILE THE REPORTS FOR GRAND STRAND IN ABSENCE OF THE COUNSEL THAT FELL ILL.

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**Attachment 14****Exhibit 16**

**Description:** BROADCAST EEO PUBLIC FILE REPORT

GRAND STRAND'S MOST RECENT EEO PUBLIC FILE REPORT WAS NOT POSTED TO WPDE-TV'S WEBSITE UNTIL AUGUST 6, 2004. THE REPORT SHOULD HAVE BEEN POSTED TO THE WEBSITE ON AUGUST 1, 2004.

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**Attachment 16**